

ABSTRACT OF THE DISCLOSURE

There is provided a sales transaction support apparatus which enables a customer to determine, by  
5 his/her own judgment, whether a commodity which may be purchased through a communication sales transaction suits him/her. The sales transaction support apparatus presents a commodity to a user, and provides a try-on simulation image of an object virtually wearing the commodity  
10 presented to the user via a network to a terminal device, by using commodity image information of an image of the commodity and object image information of an image of the object. Then, the apparatus executes a transaction process for the commodity.

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